North Saskatchewan River Watershed Alliance Municipal Forum

April 10,2014

“Clear Water Landcare”

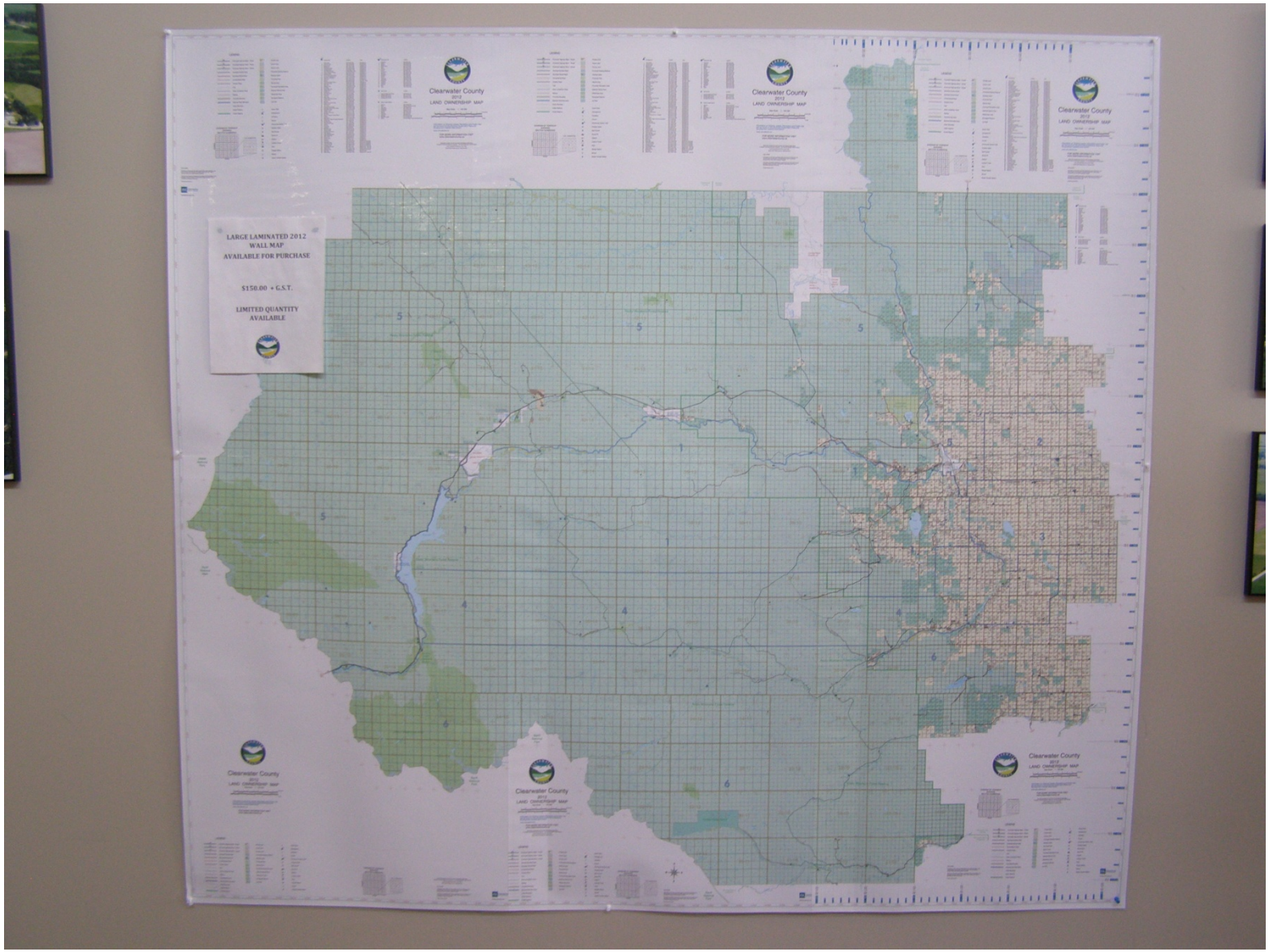
Where People, Land and Water Mix

Why Clear Water?

Why use the words “Clear” and “Water”?
It is simply a play on words which ends up describing our goal.
When you care for the land you also care for the water.

Current Clear Water Landcare programs/events:

Water well and wastewater workshops
Horticultural workshops
Assistance with Growing Forward II programs
Caring For My Land Program (Penn West Partnership)
Annual West Country Ag Tour
Cows, Creeks and Communities conference
Celebrating Our Success good news stories event
Water quality monitoring (Epcor)
Riparian Health Assessments (Cows and Fish)
Sasquatch initiative



Clearwater County

RESUME
SPEED

F-350
MCM
Ford

WARNING
HIGH PRESSURE
PIPELINE
WARNING
HIGH PRESSURE
SOUR GAS
PIPELINE

Overuse and abuse in west country an issue for many years

Random camping combined with OHV and horse use is an Alberta Culture

Citizens, user groups and industry often voice concerns to various Levels of government

Reality is that at the provincial level there is not much political will to change or manage this, at least on a large scale.

There is some management in Bighorn Backcountry by ESRD Basically area west of Trunk Road. Crown land between Trunk Road and deeded (settled) areas is most heavily affected.

The Three E’s for west country

Engineering
Enforcement
Education

ENFORCEMENT

- RCMP (RMH, Sundre,
- Drayton Valley, Rimbey and
- Red Deer)
- Clearwater County Highway
- Patrol
- Calgary Police Service
- (new)
- Sustainable Resources
- (Lands Div., F&W and
- Forestry)
- Town of Rocky Mountain
- House
- Wetaskiwin County (new)
- Clearwater Emergency
- Services
- Brazeau County
- Ponoka County (new)
- Rocky Search and Rescue
- Tourism, Parks, Recreation
- Commercial Vehicle
- Enforcement
- Alberta Sheriffs Department

Check stop

05/18/2012

CANADIAN
LIGHT
mazda
05/18/2012
Alberta

05/18/2012

05/18/2012

05/18/2012

EDUCATION

Much has been done over the years. Perhaps it needs a fresh message

Try a more positive approach, to build on a sense of pride and ownership
Instead of the “DON’T DO THAT” approach.

Decided to “Brand” this program with a mascot,
recognizable and appropriate to the west country

Project stalled for a year then was pitched to County and industry

Initiative came together as Sasquatch and Partners under Clear Water Landcare
Included Shell, Devon, Husky, Keyera and local ESRD personnel.

WELCOME TO OUR BACKYARD!
Please enjoy it with respect.
Husky Energy
devon
KEYERA
REPORT WILDFIRES
310-FIRE

Welcome to our backyard

Educational signage now up in West Country

BY SARAH MAETCHE
STAFF REPORTER

Visitors entering the West Country will now be greeted by a friendly sasquatch reminding them to treat the natural area with respect.

The educational initiative was unveiled on May long weekend, with a large visible sign and handouts passed out to motorists at a checkstop on May 17.

Beginning as an idea for the ACE (Active, Connected and Engaged) initiative, the committee for the ecological stewardship of the West Country moved forward with the plan to place rather large highly visible signs in strategic locations throughout the West Country that would include a welcome message and remind visitors to protect and treat the recreational areas with care.

Artist Ben Crane, Alberta Parks Conservation Officer Greg Ottway and Clearwater County Councillor Jim Duncan stand with the newly revealed Welcome to Our Backyard West Country educational sign. SARAH MAETCHE | THE MOUNTAINEER

As a partnership between Clearwater County, ESRD, and several oil companies, 10 to 15 of the educational signs will be placed throughout the West Country along county roads.

"We will continue to build on the initiative, which involves education, enforcement and engineering," said Clearwater County Councillor Jim Duncan, one of the main organizers of the initiative.

With artwork for the signs and handouts created by Ben Crane, the friendly sasquatch mascot asks visitors to the West Country to treat the area like "your backyard," during recreation pursuits.

The handout to visitors includes guidelines to "sasquatch approved" recreation in the West Country.

SASQUATCH AND PARTNERS WELCOME YOU TO THE WEST COUNTRY

Being in the headwaters of both the North Saskatchewan and Red Deer River watersheds, means your actions here may affect water supplies of a large part of Alberta's population.

We recognize the privilege of all Albertans to visit these areas and the benefits that your presence brings to local economies. It is our desire to keep these environments in their natural state, not only for all of us to enjoy, but also for our children and grandchildren to use and appreciate.

Enjoy the beautiful and natural landscapes of the forests, foothills and mountains connected by the rivers, streams and lakes of our area.

The landscapes can be easily damaged by overuse, particularly in wet conditions. Be aware of this and use appropriate judgement when traveling.

SASQUATCH APPROVED RECREATION IN THE WEST COUNTRY

- Control your fire. Make sure it is out when you leave.
- Pack out ALL garbage and recyclables.
- Stay a minimum of 100m from all oil & gas facilities.
- Stay on designated trails for off road vehicles and share the trails with all users.
- Avoid damaging sensitive areas such as watersheds.

SO, WHY THE SASQUATCH?

Adopting the sasquatch as a mascot brings a vivid and recognizable character to our educational program.

REMEMBER

Free random camping and trail use is a privilege not enjoyed in many parts of North America. Please, be respectful of our back yard.

devon

REPORT WILDFIRES 310-FIRE

KEYERA

CLEARWATER COUNTY

Husky Energy

Shell

WELCOME TO OUR BACKYARD!

Please enjoy it with respect.

THIS AREA IS OURS TO ENJOY AND PASS ON.

WELCOME TO OUR BACKYARD!

Please enjoy it with respect.

CLEARWATER COUNTY

REPORT WILDFIRES
310-FIRE

Husky Energy

Shell

KEYERA

devon

ENGINEERING

New initiative started this winter as a pilot project
Spearheaded by Eric Berg from Shell
Includes oil and gas and logging industries, ESRD and Clearwater County (Sasquatch)
Plan is to develop a managed quad trail that utilizes existing roads, trails and pipelines
Deliberately picked a popular area with lots of industry
Will also designate some safe, environmentally appropriate sites for random campers

Sasquatch's role in this will be signage that indicates "Sasquatch Approved"
Or "Sasquatch Unapproved"

WHERE TO FROM HERE?

Investigating purchasing a costume for check stops, parades, youth education

More signage to go up, new signs are 12 ft. tall with the full size Sasquatch

People interested in producing a U-tube type video

There is opportunity to educate
kids

Key points here are that government and industry are working together
We are generating community pride and ownership with a “Made in Clearwater “ solut
Branding our program with Sasquatch has been invaluable

THANK-YOU!